



P-Glossary



One Village, One Product (OVOP) Movement

The One Village, One Product (OVOP) movement, which was initiated in 1979 in Oita prefecture, Japan, is an innovative program in which each local community identifies one or a few products as locally specific, concentrates resources on its production, establishes it as a local brand, and markets it to the entire country or beyond. The movement tries to revitalize depressed local communities by combining the production of commodities with local pride and human resources development. The OVOP and similar movements have also been implemented with some modifications in other APO member countries. In Thailand, the One Tambon, One Product movement is strongly promoted as a core national policy of rural community development.
